

PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)  
NIH - TASK ORDER

RFTOP# 246            TITLE: VISION Public Information Network

**PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS –**

A. Point of Contact Name: Jean Horrigan

Phone-301-496-5248

Fax-301-496-1065

Proposal Address:

Billing Address:

Building 31, Room 6A32

Accounts Payable, OFM, NIH

.31 Center Drive MSC 2510

Bldg 31, Room B1B39

Bethesda MD 20892-2510

Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: July 18, 2005 –May 31, 2006

C. PRICING METHOD: Cost plus fixed fee – Firm should provide a single estimated price for the VISION Public Information Network outlined below. Price will be a factor in the determination of the firm that is selected for award.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted by e-mail to the above POC. Proposals should not exceed 15 pages plus budget. Please enter in the subject line the following text, "RFTOP # \_246\_\_\_\_\_ Proposal submitted by \_\_June 27, 2005\_\_\_\_\_." A signed task order form (last page of the RFTOP) should also be faxed to 301-435-6101 or attached electronically.

The cost of this project is estimated at between \$100,000 - \$125,000

E. RESPONSE DUE DATE: June 27, 5:00 pm

F. TASK DESCRIPTION:

The purpose of this task is to provide programmatic and promotional support to the VISION Public Information Network activities of the NEI. This includes managing the day-to-day operations of Network membership database, website, and LISTSERV; making enhancements to the Network membership database, website, LISTSERV; working with the NEI and the Network members to plan Network annual meeting; assisting with the dissemination of research results to NEI grantee institutions; promoting the value of the Network to key constituents; providing guidance to enhance NEI/NIH visibility among grantee institutions; reviewing the recent Network evaluation report and proposing strategies to accomplish recommendations; and assisting with other special projects. Please note that NEI retains a conference management firm to handle the logistics for the Network annual meeting. In

addition, the NEI contracts with a firm to assist with the development of media materials for the dissemination of research results.

For information on the VISION Public Information Network, visit the NEI website at [www.visionnetwork.nei.nih.gov](http://www.visionnetwork.nei.nih.gov)

Tasks may include the following:

- Assistance in the management and operation of the VISION Public Information Network including; program planning for the annual meeting and two teleseminars; working with Network subcommittees to develop the annual program and collaborative programs; and promotion of the Network and annual meeting to key constituents. The contractor will set up monthly conference calls with the planning committee and will record and distribute minutes from the meeting.
- Management, maintenance, and enhancements to the VISION Public Information Network LISTSERV, website, and membership database. Maintenance of the membership database must be done on an on-going basis.
- Development of strategies for enhancing communications between NEI /NIH and grantees.
- Assistance with the dissemination of NEI research results to Network members and the local media. Specific tasks include designing online order forms for materials, maintenance of requestor lists, and shipping of materials.
- Review the recent Network evaluation report and propose strategies to accomplish recommendations.
- Minimum reporting requirements include one 15-minute call per day, monthly in-person meeting as well as a written report summarizing project accomplishments and on-going duties.

## G. EVALUATION FACTORS

**Technical Approach (40%)** Contractors must demonstrate a thorough understanding of the task order requirements and experience with program development and management. This includes creative and innovative approaches, and the assignment of tasks to experienced personnel. The proposal will be evaluated according to the soundness, practicality, and feasibility of the written description.

**Staffing and management (30%)** Contractors must demonstrate experience of key personnel in supporting the management and coordination of the diverse activities described in the task order. This task order requires a senior project manager to oversee and supervise all junior staff members. Much of the task work is clerical but requires senior project manager oversight. Contractors must provide a staffing plan, including proposed labor hours, and a management plan that describes the contractor's approach to managing work and subcontract management, if applicable. As part of the staffing and management plans, the contractor shall demonstrate the program management experience and skills of each of the individuals proposed for the task order. The contractor will also address quality control mechanisms that will be implemented.

**Management Experience (20%)** Contractor must demonstrate corporate management experience related to the work described in this task order. No more than five relevant projects demonstrating this experience should be provided.

**Cost (10%)** While price is not the most important evaluation factor, costs will be considered in determining the firm that represents the best value to the government.

RFTOP#246

TITLE: VISION Public Information Network

**PART II - CONTRACTOR'S REPLY:**

**CONTRACT #263-01-D-0\_\_\_\_\_ TO # NICS-\_\_\_\_\_**

Contractor: Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST: \$100,000 - \$125,000

Pricing Method:

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR:\_\_\_\_\_

Signature

Date

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**SOURCE SELECTION:**

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM  
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # \_\_\_\_\_

Appropriations Data: \_\_\_\_\_

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

FAX # \_\_\_\_\_

Signature - Project Officer

Date

APPROVED:\_\_\_\_\_

FAX # \_\_\_\_\_

Signature - Contracting Officer

Date

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**NIH APPROVAL -**

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED  
TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING  
OFFICER & PICS COORDINATOR

APPROVED:\_\_\_\_\_

Signature -Larry Manning, NIH-PICS Coordinator

Date